

Message Text

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SUBJ: AMERICA WEEK OPENS MAY 1 IN SCHIEDAM

1. A MULTI-MEDIA AMERICA WEEK EXTRAVAGANZA WAS OPENED THE AFTERNOON OF MAY 1 IN SCHIEDAM BY AMBASSADOR KINGDON GOULD, WHO EMPHASIZED IN HIS OPENING ADDRESS THE ECONOMIC, COMMERCIAL AND, MOST NOTABLY, POLITICAL TIES BINDING THE U.S. AND THE NETHERLANDS.

2. THE OPENING WAS ATTENDED BY ABOUT 100 INVITED GUESTS, MEDIA REPRESENTATIVES AND MEMBERS OF THE BOARD OF WILTON-FIJENOORD, ONE OF THE WORLD'S LARGEST SHIP-YARDS. THE LABOR PARTY MAYOR OF SCHIEDAM CHOSE TO SPEND THE BETTER PART OF HIS MAY DAY, IN COMPANY WITH HIS WIFE, AMONG THE INVITED GUESTS AT THE OPENING. THE ATTENUATED "WEEK" (MAY 1-10) WAS ORGANIZED BY W/F'S APPRENTICE SCHOOL DIRECTOR IN COOPERATION WITH USIS AND THE EMBASSY'S COMMERCIAL SECTION.

3. CENTRAL TO THE WEEK IS AN EXTENSIVE ENHIBITION LOCATED AT SEVERAL HALLS HOUSING THE MACHINE SHOPS. THIRTY AMERICA-RELATED CORPORATIONS DISPLAY THEIR PRODUCTS.
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GENERAL MOTORS, COCA-COLA (A DISPENSING SODA-FOUNTAIN NOOK) AND TIME/LIFE, WHOSE DUTCH PR AGENT HANDLED THE WEEK'S PUBLICITY FREE OF CHARGE, ARE AMONG THE MORE PRO-MINENT EXHIBITORS. USIS'S FRED MAROON PHOTO EXHIBIT,

MOUNTED ON TRIANGULAR COLUMNS, ENHANCES THE WHOLE. A SEPARATE BUILDING ACCOMMODATES A VERY ATTRACTIVE SPACE EXHIBIT COMBINING LARGE NASA PHOTOS ON ABSTRACT MOUNTS WITH VITRINES CONTAINING SPACE ARTIFACTS FROM THE REMARKABLE PERSONAL COLLECTION OF DUTCH TV'S LEADING SPACE COMMENTATOR, RUDOLF SPOOR, WHO PERSONALLY GUIDED THE GUESTS THROUGH THIS EXHIBIT.

4. A HIGHLIGHT OF THE MAIN EXHIBIT FLOOR IS THE "STICHTING VISIT USA" CENTER, WHICH REPRESENTS THE 18 TRAVEL INDUSTRY FIRMS ORGANIZED BY COMAT INTO A FOUNDATION TO PROMOTE DUTCH TOURISM TO THE U.S. A COUNTER MANNED BY COMAT STAFFERS OFFERS A WIDE VARIETY OF COLORFUL PROMOTIONAL MATERIAL IN DUTCH AND ENGLISH, AND A CONTINUOUS SLIDE SHOW WITH AUDIO COMMENTARY IS BACK-PROJECTED ON A LARGE SCREEN BESIDE THE COUNTER. (EXCELLENT USE OF SUCH APPEALING A/V DEVICES AS TECHNICOLOR'S "INSTANT THEATER" SELF-CONTAINED CONTINUOUS VIDEOTAPE SCANNER IS EVIDENT AT A NUMBER OF THE COMMERCIAL BOOTHS.

5. AMBASSADOR GOULD AND DIRECTOR WILTON LATER EXCHANGED REMARKS AT AN EVENING SUPPER IN THE YARD'S REPRESENTATIONAL VILLA. IN A TOUCHING FOLLOW-ON TO THE AMBASSADOR'S REFERENCE TO AMERICA'S ROLE, WILTON COMPARED AMERICA'S SELFLESSNESS TO THAT OF "THE ONLY PERFECT MAN" AND NOTED THAT WE COULD EXPECT IN OUR OWN TIME ABOUT AS MUCH THANKS AS "HE" RECEIVED. CONTINUING HIS REASSURANCE SPEECH, WILTON STATED THAT NOT ONE PROTEST AGAINST MOUNTING SUCH A VISIBLE PRO-AMERICAN DEMONSTRATION ON MAY DAY, WITH THE U.S. FLAG FLYING AT THE YARD ENTRANCE AND SEVERAL OTHER SITES, HAD BEEN RECEIVED FROM TOWNSPERSON, YARD EMPLOYEE OR OTHER SOURCE. (THIS IS THE MORE REMARKABLE BECAUSE BITTER CONTROVERSY OVER WHETHER TO FLY THE RED FLAG OVER CITY HALL HAS BEEN RAGING IN SEVERAL LARGE CITIES WITH SOCIALIST-DOMINATED COUNCILS. IN SEVERAL INSTANCES, MOST NOTABLY ROTTERDAM, THE COUNCIL VOTED TO FLY THE FLAG, ONLY TO RESCIND ITS ORDER AFTER PROTESTS, THREATS UNCLASSIFIED

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OF VIOLENCE, ETC.)

6. WHILE MAY DAY IS NOT A PUBLIC HOLIDAY HERE AS IT IS IN NEIGHBORING BELGIUM, IT IS A TIME FOR MEETINGS AND DEMONSTRATIONS. THE MORNING PAPERS INFORM US THAT AT ABOUT THE SAME TIME WILTON WAS ACKNOWLEDGING AMERICA'S CONTRIBUTIONS, THE PRIME MINISTER WAS ANNOUNCING AT A MAY ONE GATHERING IN LEYDEN HIS INTENTION FOR THE NETHERLANDS TO BE THE FIRST EEC COUNTRY TO RECOGNIZE THE NEW REGIME IN SAIGON.

7. A MASSIVE PUBLIC OPENING FOR AMERICA WEEK TAKES PLACE SATURDAY AND OTHER SPECIAL VISITATIONS AND

OCCASIONS ASSURE GOOD ATTENDANCE IN THE DAYS AHEAD.

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